AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1.-32. (Cancelled)

33. (Currently Amended) A method for driving a liquid crystal display by applying AC pulses to a liquid crystal layer, which comprises liquid crystal which exhibits a cholesteric phase having a selective reflection characteristic, through a plurality of scan electrodes and a plurality of data electrodes, in which the scan electrodes are selected for scanning successively at specified time intervals, and an image is formed on the liquid crystal display by switching liquid crystal between a focal-conic state and a planar state, said method comprising:

a reset step of applying a reset pulse, which is to reset liquid crystal of the liquid crystal layer to a homeotropic state, to an area of the liquid crystal layer that corresponds to a selected one of the scan electrodes;

a selection step of applying a selection pulse, which is to select a final state of the liquid crystal, to the area of the liquid crystal layer after the reset step, said final state of the liquid crystal being either a focal-conic state or a planar state; and

an evolution step of applying an evolution pulse, which is to cause the liquid crystal to evolve to the selected final state, to the area of the liquid crystal layer;

wherein,

a pulse applied to the selected one of the scan electrodes during the reset step has an amplitude which is larger than a maximum amplitude of pulses applied to each of the data electrodes and has a polarity maintaining period of a single plus/minus cycle which is longer than that of a single plus/minus cycle of a pulse applied to the selected one of the scan electrodes during the selection step;

a pulse applied to the selected one of the scan electrodes during the evolution step has a polarity maintaining period of a single plus/minus cycle which is longer than that of a single plus/minus cycle of the pulse applied to the selected one of the scan electrodes during the selection step; and

a maximum amplitude of the pulses applied to each of the data electrodes is lower than a threshold to change the state of the liquid crystal.

34. (Previously Presented) The method according to claim 33, wherein:

a pulse applied to the selected one of the scan electrodes during the evolution step has an amplitude which is larger than the maximum amplitude of the pulses applied to each of the data electrodes.

35. (Previously Presented) The method according to claim 33, wherein the time intervals to select the scan electrodes successively is determined based on a time defined by the pulse applied to the selected one of the scan electrodes during the selection step.

36. (Previously Presented) The method according to claim 33, wherein the liquid crystal exhibits bistability between a planar state and a focal-conic state.

37. (Previously Presented) The method according to claim 33, wherein the maximum amplitude of the pulses applied to each of the data electrodes is lower than any pulses applied to the scan electrode.

38. (Currently Amended) A liquid crystal display device comprising:

a liquid crystal display comprising:

a plurality of scan electrodes;

a plurality of data electrodes; and

a liquid crystal layer provided between the scan electrodes and the data electrodes comprises a liquid crystal which exhibits a cholesteric phase having a selective reflection characteristic; and

a driver which is connected to the scan electrodes and to the data electrodes, the driver being adapted to scan the liquid crystal display by successively selecting the scan electrodes at specified time intervals and thereby applying AC pulses to an area of the liquid crystal layer corresponding to a selected one of the scan electrodes, the AC pulses comprising:

a reset pulse, which is to reset liquid crystal of the liquid crystal layer to a homeotropic state, applied to the area of the liquid crystal layer during a reset step;

a selection pulse which is to select a final state of the liquid crystal, applied to the area of the liquid crystal layer during a selection step that is subsequent to the reset step; and

an evolution pulse, which is to cause the liquid crystal to evolve to the selected final state, applied to the area of the liquid crystal layer during an evolution step that is subsequent to the selection step;

wherein,

said selected final state of the liquid crystal is either a focal-conic state or a planar state;

a pulse applied to the selected one of the scan electrodes during the reset step has an amplitude which is larger than a maximum amplitude of pulses applied to each of the data electrodes and has a polarity maintaining period of a plus/minus cycle which is longer than that of a plus/minus cycle of a pulse applied to the selected scan electrode during the selection step;

a pulse applied to the selected one of the scan electrodes during the evolution step has a polarity maintaining period of a plus/minus cycle which is longer than that of a plus/minus cycle of the pulse applied to the selected scan electrode during the selection step; and

a maximum amplitude of the pulses applied to each of the data electrodes is lower than a threshold to change the state of the liquid crystal.

39. (Previously Presented) The liquid crystal display according to claim 38, wherein:

a pulse applied to the selected one of the scan electrodes during the evolution step has an amplitude which is larger than the maximum amplitude of the pulses applied to each of the data electrodes.

40. (Previously Presented) The liquid crystal display according to claim 38, wherein the time intervals to select the scan electrodes successively is determined based on a time defined by the pulse applied to the selected one of the scan electrodes during selection step.

41. (Previously Presented) The liquid crystal display according to claim 38, wherein the liquid crystal exhibits bistability between a planar state and a focal-conic state.

42. (Previously Presented) The liquid crystal display according to claim 38, wherein the maximum amplitude of the pulses applied to each of the data electrodes is lower than any pulses applied to the scan electrode.